

CWP Policy and Procedure Manual

Program: CWP General Policy and Procedures	Section: 2-70
Subject: CWP Contractor Publicity, Media and Event Promotion Guidelines	Effective Date: 7/1/2015 Rev: 5/11/18

A. Purpose: This policy sets forth the guidelines for Capital Workforce Partners staff, sub-recipients and service providers to follow regarding Publicity, Media, and Event Promotion. This policy will ensure the consistency and coordination of all public relations and communications efforts related to workforce programs and funds that Capital Workforce Partners administers.

B. Guidelines & Procedures: CWP staff, sub-recipients and service providers shall adhere to these guidelines as follows:

1. Printed Materials and Online Web-Based Communications including Social Media

- a. Flyers, invitations, publications, brochures, newsletters, etc. for CWP-funded programs are to be approved by CWP's Chief Strategy Officer prior to publication and distribution. Submit a draft to CWP's Chief Strategy Officer for branding, messaging and packaging considerations to ensure CWP and its partners' standards are met. The American Job Center (AJC) logo is required on all written promotional materials for programs connected through the AJC.
- b. For PowerPoint presentations that will be viewed by groups of more than 25 people, the proposed template is to be forwarded to CWP's Chief Strategy Officer to ensure branding and messaging standards are met.
- c. For PowerPoint presentations to groups of 25 or fewer, no pre-approvals are necessary, but the branding requirements for a closing slide should be as follows:



North Central CT region's Career Center partners: Capital Workforce Partners; CT Departments of Labor, Rehabilitation Services, Education and Social Services; the region's Community Colleges.

- d. Website features, press announcements, posters, invitations, publications, brochures, newsletters, etc. that are distributed to 100 people or more, are to be approved by CWP's Chief Strategy Officer prior to production, publication or distribution.
- e. Social Media tweets, blogs, Facebook posts, etc. do not require prior approval but CWP's Chief Strategy Officer is to be notified of all social media accounts that are being used to communicate workforce and American Job Center related communications. Social media used for these purposes are to follow all the guidelines of professionalism and communications as outlined in CWP's Social Media Policy.
- f. Most printed materials should include the following statement: This program is made possible in part by Capital Workforce Partners. The original funding sources must also be referenced (e.g., U.S. Dept. of Labor through the Workforce Innovation & Opportunity Act, State of Connecticut, the City of Hartford and the Hartford Foundation for Public Giving). Contact CWP Chief of Strategy Officer or Chief Financial and Administrative Officer if you are unsure of the funding source for your program.

CWP Policy and Procedure Manual

Program: CWP General Policy and Procedures	Section: 2-70 page 2
Subject: CWP Contractor Publicity, Media and Event Promotion Guidelines	Effective Date: 7/1/2015 Rev: 5/11/18

- g. Any publication funded by the CT DOL shall contain the following statement: “This publication does not express the views of the DOL or the State of Connecticut. The views and opinions expressed are those of the authors.” Contact CWP Chief of Strategy Officer or Chief Financial and Administrative Officer if you are unsure of the funding source for your program.

2. Press Advisories and Materials

CWP produces and distributes all press advisories and notifications related to contracted programs and services. A request for a specific release is to be submitted to CWP’s Chief Strategy Officer.

3. Press Coverage for CWP-related Programs

If possible, CWP’s sub-recipients and service providers are to notify CWP prior to speaking with the media. If you do speak to the media regarding any program CWP supports, please mention, and encourage the mention of, Capital Workforce Partners’ contribution to the activities and achievements being covered.

If for any reason your organization anticipates that there may be negative publicity regarding any of the programs CWP supports, you are required to notify CWP’s Chief Program Officer, Chief of Strategy Officer and/or the President and CEO of CWP as expediently as possible. If not during business hours, call the following cell phone numbers: 860-593-0257 (Jim Boucher, Chief Strategy Officer) or 860-904-401-9178 (Pamela Tonello, Chief Program Officer) or 860-543-4581 (Alex Johnson, President, and CEO).